

Message Text

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SUBJ: DAIRY AND FOOD INDUSTRIES SUPPLY ASSN (DFISA) IOGA
TRADE MISSION

REF: A. BUDAPEST 544

2. MOSCOW A-84

1. AT CONCLUSION OF THREE-DAY MOSCOW VISIT MEMBERS DFISA MISSION EXPRESSED MIXED FEELING ABOUT RESULTS. ONE MEMBER (LADISH) WHO PARTICIPATED IN 1973 FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION AND HAD BEEN IN CONTACT WITH SOVIET ORGANIZATIONS IN INTERIM SAID HE HAD EXPECTED MORE CONCRETE RESULTS THIS MISSION. ALTHOUGH NO FIRM BUSINESS ACTUALLY CONTRACTED HE BELIEVES MEDIUM AND LONG-RANGE PROSPECTS GOOD. OTHER END OF SPECTRUM REPRESENTED BY TEDRUTH PLASTICS REP WHO DESCRIBED VISIT AS QUOTE PURELY TOURISTIC UNQUOTE. OTHER THREE MISSION MEMBERS WERE SATISFIED THAT VISIT FULFILLED PRIMARY PURPOSE OF EXPOSING FIRMS TO SOVIET MARKET AND METHODS OF DOING BUSINESS, AS WELL AS GIVING SOVIET ORGANIZATIONS AS IDEA OF ACTIVITIES OF THEIR FIRMS. MISSION MEMBERS FELT GENERALLY THAT SOVIET MARKET APPEARS LESS PROMISING THAN EITHER ROMANIAN OR HUNGARIAN.

2. GROUP MEETINGS WERE HELD AT "TECHNOPROMIMPORT," MAIN FTO OF INTEREST, AND AT MINISTRY OF FOOD'S INSTITUTE OF FOOD INDUSTRY. AT "TECHNOPROMIMPORT" MAJOR INTEREST EXPRESSED IN UNCLASSIFIED

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LADISH AND HASKON, PARTICULARLY IN FOOD AND DAIRY FILLING

MACHINES AND AUTOMATIC BATCH WEIGHING SYSTEMS. SOME DIFFICULTY WAS EXPERIENCED IN DESCRIBING TO SOVIETS NATURE OF MCKEE BUSINESS AND LOCATING RESPONSIBLE SOVIET ORGANIZATION. DURING TWO GROUP MEETINGS AND EVENING RECEPTION THREE MEMBERS OF MISSION DEVELOPED INDIVIDUAL APPOINTMENTS WITH OTHER FTOS AND WITH MINISTRY OF FISH INDUSTRY.

3. IN GENERAL, NATURE OF PRODUCTS OFFERED BY THIS MISSION NOT OF HIGH INTEREST TO SOVIETS AND RESULTS OF VISIT ABOUT AS COULD BE EXPECTED. HOWEVER POINTS MADE IN BUDAPEST REFTEL (PARA 4) EQUALLY APPLICABLE TO MOSCOW. LITERATURE FOR ONE FIRM (BADISH) HAS NOT YET ARRIVED WHILE THAT FOR ANOTHER (TEDRUTH) REACHED EMBASSY LATE FRIDAY PRIOR TO MONDAY ARRIVAL OF MISSION. EMBASSY HAS RECENTLY REVISED EARLIER RECOMMENDATIONS ON TRADE MISSION PLANNING (REF AIRGRAM). SPECIFIC POINTS IN THIS MESSAGE WERE DISCUSSED WITH DFISA MISSION MEMBERS AND WITH REPRESENTATIVE FROM DFISA WHO ACTED AS ADVANCE MAN AND MISSION DIRECTOR. ALL AGREED WITH RECOMMENDATIONS AND STATED THAT MOST OF PROBLEMS ENCOUNTERED BY THIS MISSION MIGHT HAVE BEEN AVOIDED HAD THEY BEEN MORE CONVERSANT WITH NEED FOR TIMELY INFORMATION AND MORE PRE-MISSION PLANNING. DFISA REPRESENTATIVE (HOUSTON) STATED HE HOPED HAVE OPPORTUNITY TO DISCUSS MATTER WITH OFFICIALS IN COMMERCE AND STATE UPON RETURN WASHINGTON. STOESEL

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